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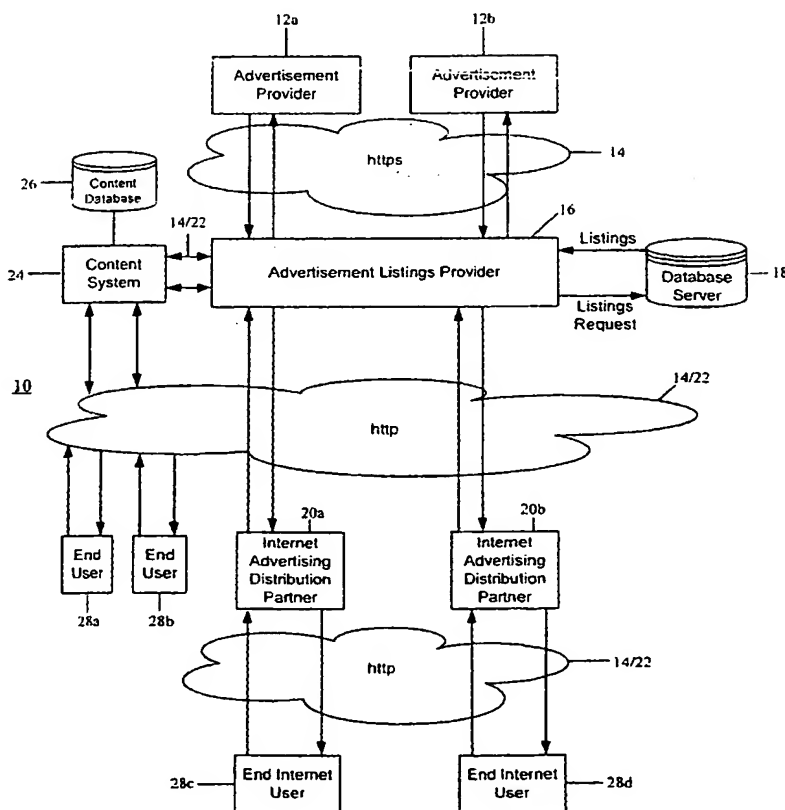
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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR DYNAMIC TEXTUAL AD DISTRIBUTION VIA EMAIL



(57) Abstract: A system and method for providing dynamic pay-for-placement advertisements (24) via graphics-enabled email that generates a display of advertisements (24) when the email newsletter is opened so the advertisements (24) displayed are based on rankings at the time the email is opened instead of when the email was generated and transmitted. In one embodiment, a graphical-content email having one or more embedded advertisements (24) image references is provided to one or more email recipients (28c, 28d). The advertisements (24) image reference, in one embodiment, may include query string parameters indicating the context of the image reference and/or portion of the image reference (i.e., identifying the image reference as being part of a particular newsletter email), a position of the image reference in the email display, and the like. A URL reference also may be included with each advertisement (24) image reference (e.g., one URL for each advertisement (24) portion of the image to be retrieved by the advertising image reference).

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ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE,
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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US03/34788

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/14, 37

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14, 37

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched.

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
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C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|------------|--|-----------------------|
| Y | US 2002/0038282 A (MONTGOMERY) 28 March 2002, Figures 1-6 and 11. | 1-30 |
| Y,P | US 2003/0149618 A (SENDER et al) 7 August 2003, pages 5-6. | 1-30 |

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

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INTERNATIONAL SEARCH REPORT

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Continuation of B. FIELDS SEARCHED Item 3:

EAST

instant, dynamic, automatic, advertisements, messages, ads, bidding

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